

## **Historic, Archive Document**

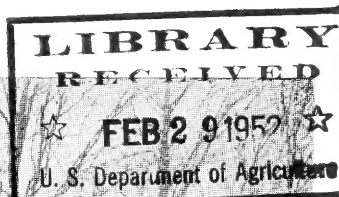
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Two truck loads dry Ginseng—nearly 2 tons grown from 2 acres. This shipment brought \$16.25 per pound, net.

### Where To Sell Your Crop

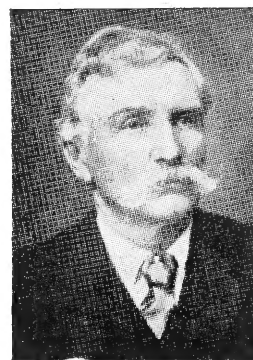
There are a number of Ginseng buyers in New York and San Francisco. We, however, in order to save the middleman's profit which sometimes means as much as \$4.00 to \$5.00 per pound, have been exporting our crop direct to the Oriental markets, and will be glad to handle your crop, thereby saving you the greater part of the middleman's profit.

### Here's A Quick Way To Cash In On Your Investment

Under this method you grow 2-year old Ginseng roots for transplanting purposes. There is always a good demand for these 2-year old roots, as some growers would rather start their garden by planting these 2-year old roots rather than planting seed, thereby saving 2 year's time, although it costs considerable more to get started this way. These roots bring \$45.00 to \$50.00 per thousand net to the grower. 10 lbs. of seed will conservatively grow seventy thousand roots, not bad for a \$300.00 investment, in 2 years time.

**SMOKY MOUNTAIN GINSENG**  
and  
**GOLDEN SEAL GARDENS**

P. O. Box 861  
Asheville, N. C.



**My Late Father**

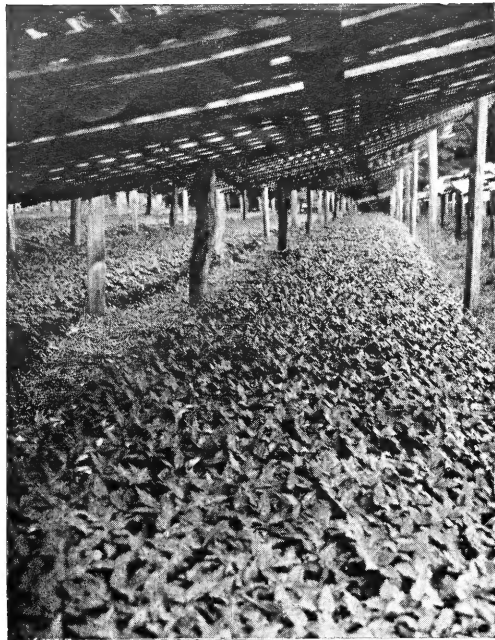
My father who was recognized as an outstanding crop expert for a number of years and was one of the first to bring this valuable plant under cultivation over 80 years ago, and the growing of Ginseng on a commercial scale has been in the family ever since, now in the third generation.

### Grow American Ginseng

In connection with the crop that you are now growing, as this crop will not interfere with the crop you are now growing. Ginseng does its best on land that cannot produce a dime per acre in any other crop. The place I have in mind is in your timber lot. Ginseng is not hard to grow, requires very little labor and needs no cultivation. An acre of Ginseng will produce about one ton, and has brought an average price of \$9.00 per pound for the last 30 years, and at one time reached an all-time high of \$24.75 per pound, and I can see no reason why this price should stop at even this figure, as there is less Ginseng grown today than there has been for the last 30 years.

### Harvesting The Root Crop

The roots are harvested in September, October or November after the tops have ripened up. After the roots are dug the soil should be well shaken from the roots and, of course, dried which will require about 30 days on an average. Roots should be dried in a well ventilated room.



### Artificial Shade I Recommend

In case you do not have a timber tract suitable to grow this crop, you can still grow it under artificial shade, same as I am showing you here in this photograph. This is a very inexpensive shade and easy to construct, but answers the purpose very well, as shown by the healthy looking plants in their second year's growth. Looks like our Canadian grown seed is right at home in our soil and climate. This is also a very good way to grow 2-year old plants for transplanting purposes in case you do not have a suitable place in your timber. A \$300.00 investment in 10 lbs. of seed and 2 years time will do the job.

### The Seed Crop

The Ginseng plant starts to produce seed the second year and produces a crop each year thereafter until the roots are harvested.

## Our Latest Economical Method of Growing American Ginseng, Worth Its Weight In Silver

Here is our latest method growing this crop, namely by growing it 100% according to nature, and as this method has proven so satisfactory and entails so very much less work than any other system we have tried and the production of both roots and seed has proven equal to our other methods which entails considerable more work, we have therefore adopted this method ourselves and recommend it to you. Here is what we did. Simply went out into our timber and selected the most favorable places where the leaves had accumulated and rotted forming a rich mellow soil. We found the best place to be in swals or ravines at the foot of higher ground and planted the seed in hills about 2 ft. apart each way, planting 4 to 5 seed to each hill, covering seed about 1½ inch deep, paying no attention to planting in beds or straight rows. The main thing being to select the best spots, not too close to large clumps of trees and where there was not too much underbrush. Two men doing the work, one going ahead loosening the soil by using a sharp mattock for each hill, the other following up planting the seed, using a hoe, firming the soil for each hill as he planted.

Now, in order to get a correct check on the production under this method as compared to our other method as I have shown in photographs, we planted 10 lbs. of seed, the same amount required for one acre under our other system, and from here on we let nature take over and it surely did a good job, as when we harvested this crop at 5-years old we found the production both in seed and roots equal to that produced under any other system. The two men that did the work finished the job in one day, so here you have the different methods of growing this crop. They are all good, but we like this last method of ours the best, as it requires so much less work with production equal to any other method and I believe you will.



### Our Modern Home

Here is our ultra-modern home, built in 1914, that the crop from one acre of Ginseng paid for, and if you have a place where this crop will grow, either under natural or artificial shade, I see no reason why you cannot do as well. I will be glad to help you get started.

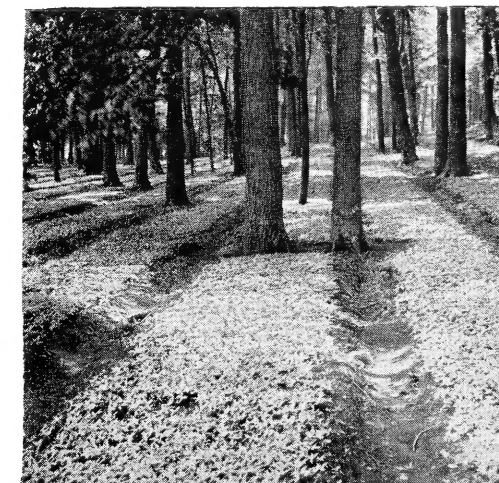
There is no incentive for us to misrepresent the potential possibility in the growing of American Ginseng. The high average price of \$9.00 per pound for the dry root over a period of 30 years with a peak of \$24.75 per lb. following World War I, tells the story.



This shows the type of roots produced from our Canadian grown seed. Note the large chunky roots that not only produce more pounds per acre, but bring the highest price on the market. This type of root bring \$18.00 per pound on the market today.



This shows one of our Canadian Ginseng Gardens where we grow the crop under artificial shade. I do not recommend this type of shade, as it is rather expensive and not necessary only where the snow fall is very heavy, as is the case in the far north. This shade was built very substantially from cypress lumber and cedar posts at a cost of over \$2,000 per acre. This garden covers 5½ acres.



Another glimpse in one of our Ginseng Gardens showing a block of plants just coming through the ground in their first year's growth from seed.





Here is a block of Ginseng plants in their fifth year, as grown under natural shade by preparing the soil and planting in 4 ft. wide beds. This method has proven very good for many years, which you will note by the large healthy plants which have almost obscured the 2 ft. alley left between each bed. But, of course, this method requires some more labor which, according to our latest method is not necessary, as explained elsewhere. This garden was harvested the same fall and produced nearly one ton of dry root per acre and brought \$16.25 per pound.

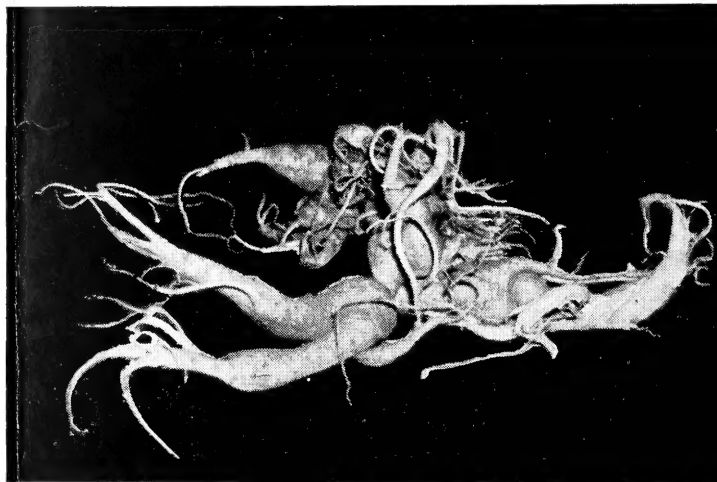
### Price of Our Canadian Grown Seed

1,000 seed \$5.00,  $\frac{1}{4}$  lb. approximately 2,250 seed \$10.00,  $\frac{1}{2}$  lb. approximately 4500 seed \$17.00, 1 lb. approximately 9,000 seed \$30.00. Ginseng seed runs from 8500 to 10,000 seed per lb., differing from one year to the other, but the average runs about 9,000 seed per lb. These prices are delivered free and include our many years experience growing this crop, which is free for the asking.

In case you grow 2-year old roots for transplanting purposes, select any average garden soil and prepare as you would your garden. Then sow seed broadcast at the rate of 10 lbs. to 15 rods of 4 ft. wide beds. Cover seed about 1 inch with well pulverized soil, and mulch with old sawdust or clean straw 2" thick. Do not use any kind of fertilizer. We will be glad to buy your 2-year old roots as there is always a brisk demand for these roots. The demand is always greater than the supply.

### Why Is Ginseng Root and Seed So Scarce?

The answer is simply this. The growers who carried on this industry a number of years ago were men like my Dad, that could look forward a number of years and were willing to wait for a profitable crop of this kind to mature. However, most of these growers have now passed on and I am sorry to say, but it is a fact nevertheless, that our present generation is not interested in any crop or any business for that matter that requires from 2 to 5 years to bring results. This naturally makes it that much more profitable for those that have patience enough to wait for a crop of this kind.



### The Grand-Daddy of Them All

This Ginseng root that weighed  $1\frac{1}{2}$  lbs, was found growing in the timber under 100% natural conditions. Of course, Ginseng will not grow this large in 5 years. It's not necessary as roots averaging only  $\frac{1}{2}$  oz. or 32 roots to the pound, will produce over one ton per acre. I am simply showing this root to demonstrate what Ginseng will do when allowed to grow according to nature.